

Title: INTERNALLY TARGETED ADVERTISEMENTS USING TELEVISION DELIVERY SYSTEMS
Inventor(s): John S. HENDRICKS, et al.
Contact Name: John K. Harrop (703) 288-5240

Attorney Docket No.: 5205 Application No.: 09/973,083 Filed: 10/10/2001

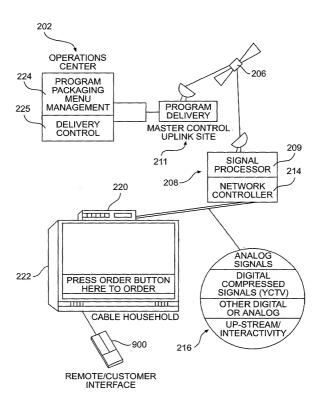
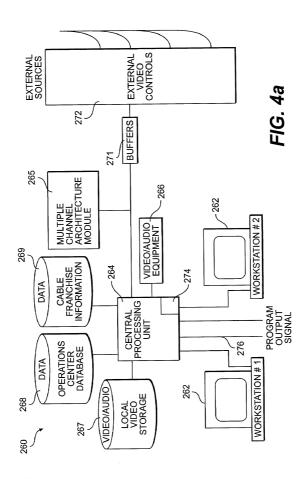
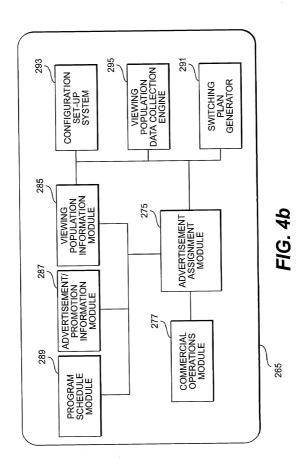
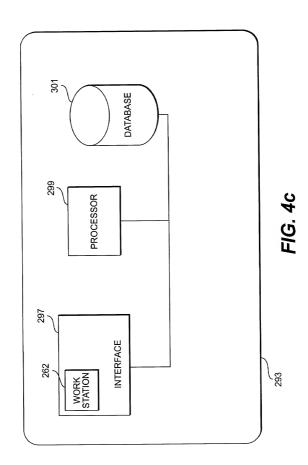
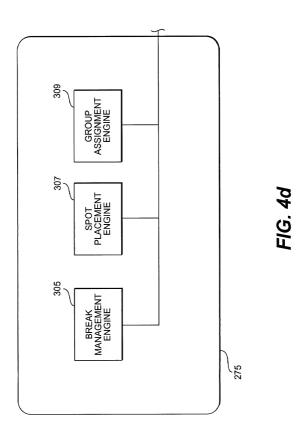


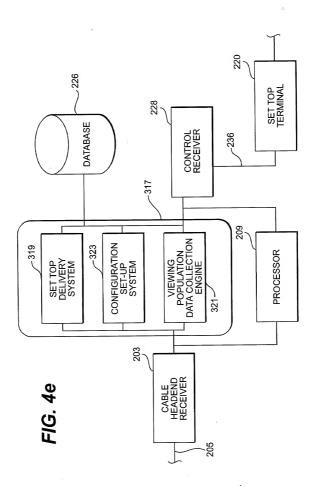
FIG. 3

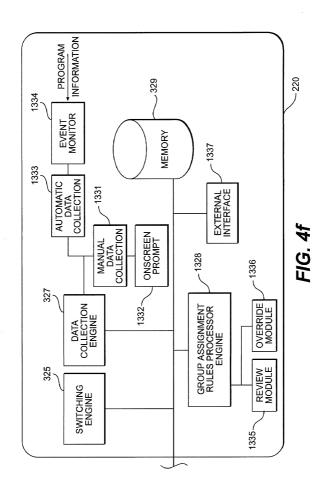


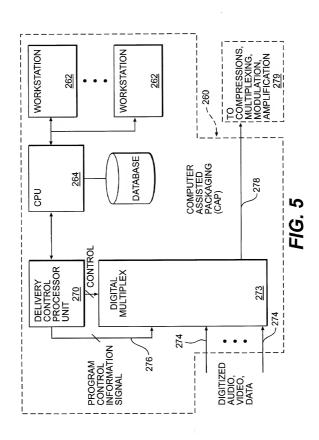


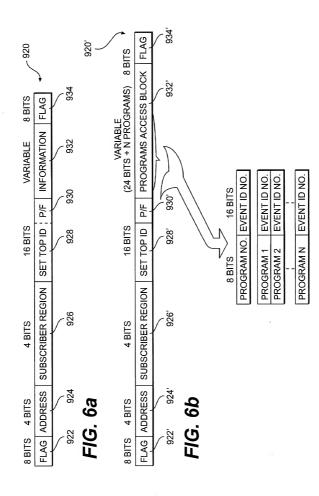


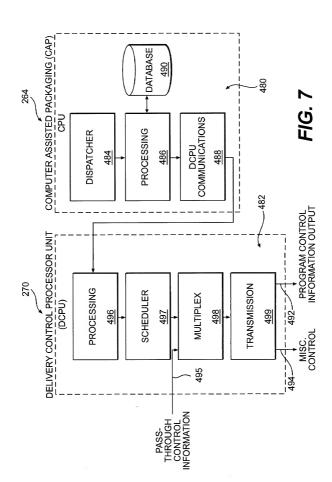


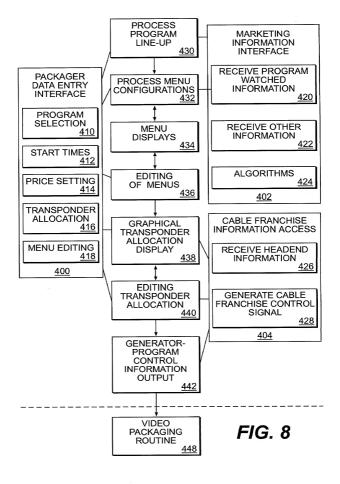




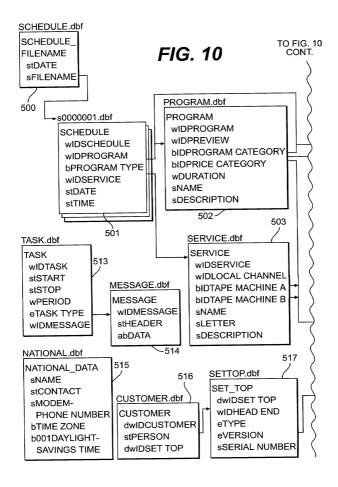


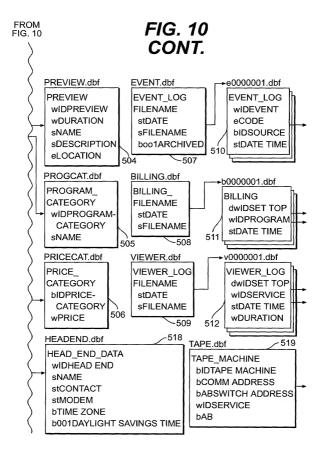






YES 9 CONFLICT? ONFLICT SET SERVICE II SET DATES CHANGE RECORD CHANGE SERVICE CHANGE VALUE POPULATE DELETE EXI DONE ADD/EDIT r SCREEN 472 BROWSE 471 NEXT ACTION NEXT ACTION 믑 PROGRAM CREATION SOURCE 460 462 EVENT CREATION 464 SERVICE CREATION 466 MENU CREATION 468 FIG. 9 DATABASE

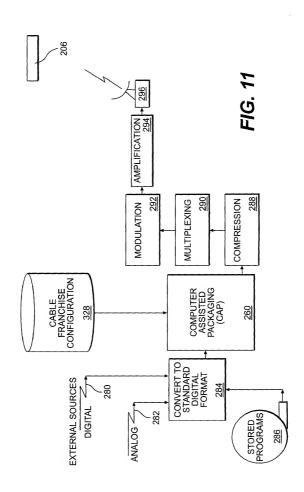


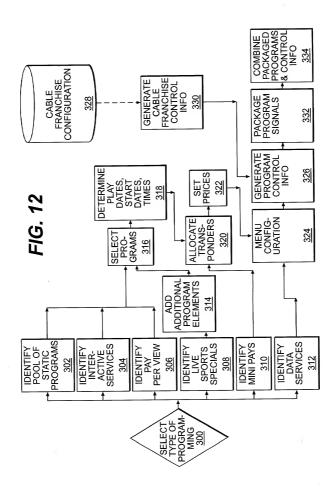


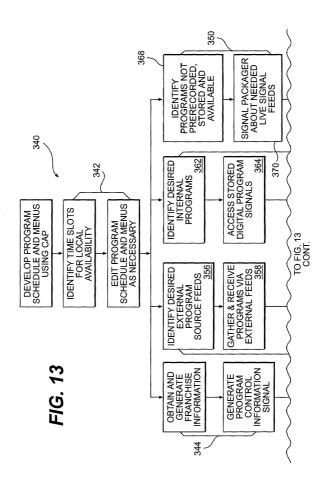
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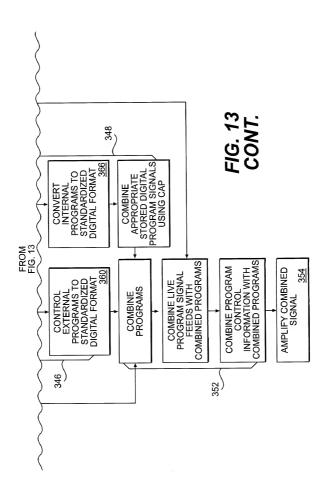
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Contact Name: John K. Harron (7/93), 288-5240









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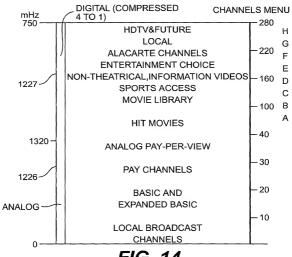
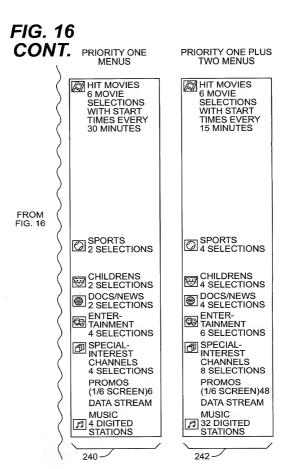


FIG. 14

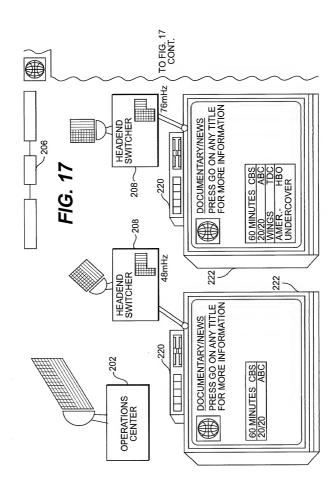
_/ 1	230	_/ 1229		- -1228
		RAMMING		\mathcal{V}^{1220}
MENU		ΓEGORY		1
Α	MOVIES.		50	1
В	SPORTS		2	1
С	CHILDRE	ENS	3	1
D	DOCUME	ENTARY	14	
E	ENTERT.	AINMENT	10	1
F	SPECIAL	TYCHANNE	LS 15	
G	LOCAL		N/A	1
Н				1
1	INTERAC	CTIVE	2	
	COMBIN	ED	100	_
		-10 4	_	

FIG. 15

SATELLITE MOVIE OPTIONS		0.444.474.5	FIG. 16
VCTV COMB		AVAILABLE MENUS (1,2,8,3)	\rangle
1	8:1	HIT MOVIES 8 MOVIE	
2	8:1	SELECTIONS WITH START	
3	8:1	TIMES EVERY 15 MINUTES	
4	8:1		}
5	8:1		
6	8:1		>
7	8:1		TO FIG. 16
8	8:1		CONT.
9	4:1	SPORTS 8 SELECTIONS	
10	4:1		
11	8:1	CHILDRENS 8 SELECTIONS	
12	8:1	B SELECTIONS	
13	8:1	ENTER- TAINMENT 8 SELECTIONS	
14	8:1	周 SPECIAL-	
15	8:1	INTEREST CHANNELS 16 SELECTIONS	
16	8:1	PROMOS (1/6 SCREEN)48	(
17	8:1	DATA STREAM	}
18	OR MAX 8:1 OR MAX	MUSIC 32 DIGITED STATIONS	
		244	



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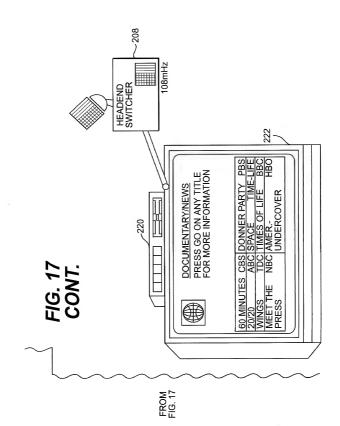
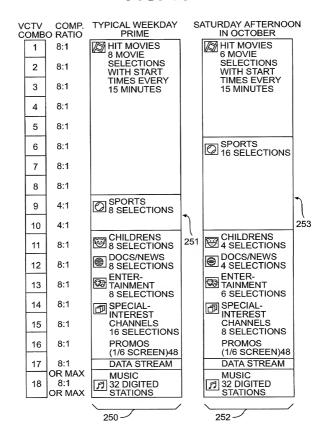
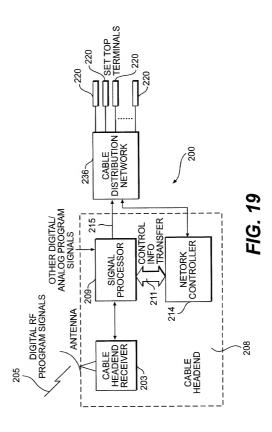
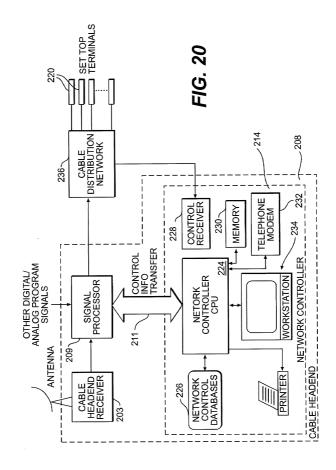
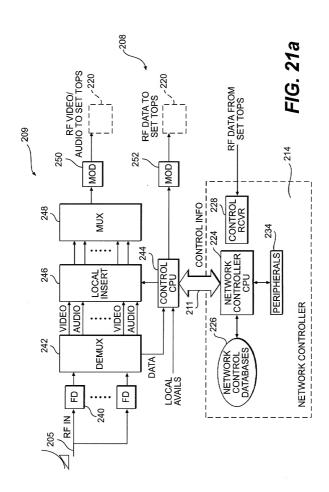


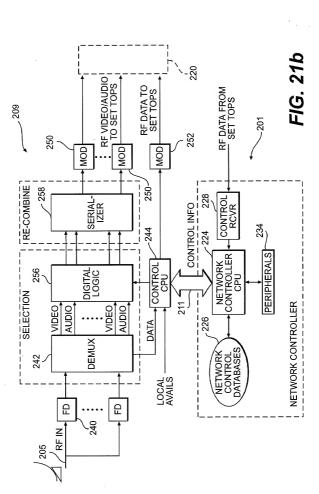
FIG. 18

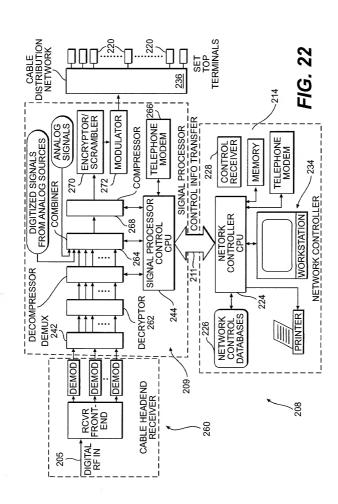


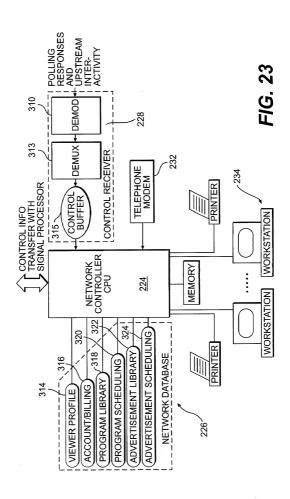




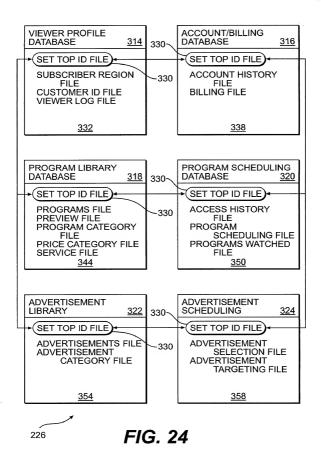








SOUTEDNE SINGE



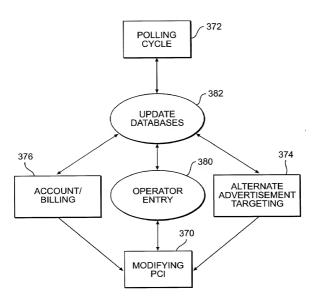
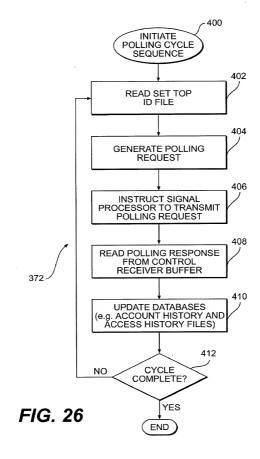


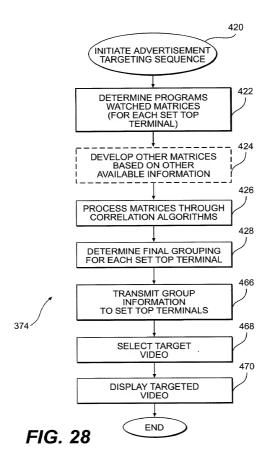
FIG. 25

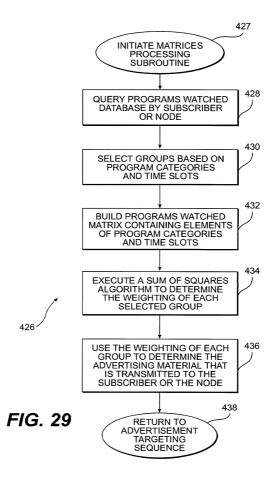


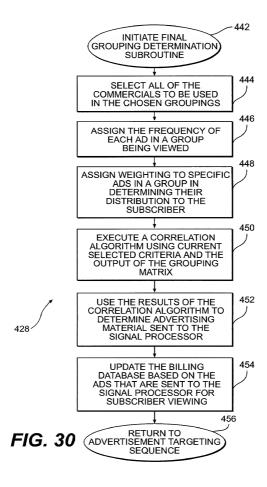
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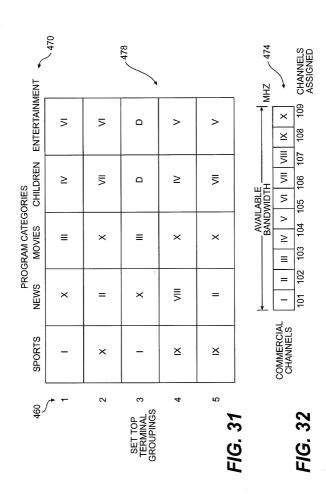
35										
SPORTS NEWS MOVIES CHILDREN ENTERTAINMENT	0	0	9	4	5	2				
REN										
CHE	0	က	2	5	0	4				
MOVIES	2	0	10	8	13	2				
NEWS	2	2	0	1	9	10				
SPORTS	0	0	2	20	89	0				
	0000-0400	0400-0800	0800-1200	1200-1600	1600-2200	2000-2400				
TIME										

FIG. 27









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